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(54) Title: **IMPROVEMENT OF NON-OXIDATIVE HAIR COLOURING USING YOGURT**

(57) Abstract: A non-oxidative hair colouring composition, comprises yogurt or yogurt-derived material. The invention also provides a method of improving the colouring effects of non-oxidative hair colouring compositions, comprising application to the hair (during or after dyeing) of yogurt or a yogurt-derived material. The invention also covers use of yogurt or yogurt-derived material in a hair care composition for the purpose of improving the colouring effects of a non-oxidative hair dye. The invention can be put into effect by incorporating yogurt or yogurt-derived material into a hair care composition for use during non-oxidative dyeing of hair (i.e. a non-oxidative hair colouring composition) where it acts to improve dye deposition onto hair, or into a composition for use on hair after dyeing by a non-oxidative method, e.g. a shampoo or conditioner composition, to help maintain the colour of dyed hair.

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